GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:630
ANSWERED ON:26.02.2016
Revenue From DD/AIR
Chinnaraj Shri Gopalakrishnan

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of revenue earned by Doordarshan (DD) and All India Radio (AIR) during each of the last three years and the current year;

(b) whether the revenue earned by DD and AIR has manifold in recent years;

(c) if so, the details thereof; and

(d) the further measures taken/being taken by the Government to increase the revenue generation in DD and AIR?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (c) The details of revenue earned by All India Radio (AIR) and Doordarshan (DD) during the least three years and current year are as under:
(Rs. in crore)

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Unit 2012-13* 2013-14* 2014-15* 2015-16 (Net)
(upto Dec.2015)
Comm-ercial Misc. Comm-ercial Misc. Comm-
ercial Misc. Comm-
ercial Misc.
AIR 295.07 59.07 360.69 54.81 403.48 71.73 252.62 54.27
DD 1134.16 4.07 1140.50 4.94 993.68 1.98 493.29 4.30
Total 1429.23 63.14 1501.19 59.75 1397.16 73.71 745.91 58.57
Grand Total 1492.37 1560.94 1470.87 804.48

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* including Service Tax
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(d) AIR has taken several initiatives to boost listenership as well as revenue, which are indicated hereunder:-

i. Optimization of transmission hours
ii. Creating a mechanism to contain transmission break-downs
iii. Relay of Vividh Bharati Service from 10 am to 5 pm on the local radio station network
iv. Providing Vividh Bharati Service at the four metros on FM Mode
v. Constant and close monitoring of performance of Central Sales Unit(CSU) and Commercial Broadcasting Services(CBS) Centres on a weekly basis
vi. Broadcasting interactive programmes to increase direct participation of the listeners through phone-in devices and field recordings
vii. An All-India toll free number to enable present/prospective clients to interact with AIR functionaries
viii. On-line booking facility through virtual registered advertising agency

It is a constant endeavor of Doordarshan to improve upon its programmes by reviewing the content and quality from time to time with the view to sustain the interest of the viewers. Doordarshan procures content through various notified schemes. DD is re-prioritising its current approach with a new policy on slot sales.
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